

Rep Order# 6867880 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 217381

Printed: 10/29/2012 10:16 AM  
Last Received: 10/29/2012 9:37 AM  
Showing Buylines: All Rep Revised Lines

1 of 4

Station WOTV-TV GRAND RAPIDS/KALAMAZ  
Advertiser ( ) PESTKA FOR CONGRESS  
Product Political  
Estimate# 2513  
Buyer Nathaniel Kronisch  
Phone#  
Fax#

Agency ( ) BUYING TIME  
650 MASSACHUSETTS AVE, N.W., SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 363/365/2513  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) IAN AMBRON  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

\*ISSUED TO SHOW RATES REVISED\*  
TOTLA = \$1535  
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*2	M	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	11/05-11/05	1	1	1	\$30.00	
				Sales Remark: V3 -								
				V3 Comment Changed, Spots/week Changed								
	*8	TU	11A-12P	THE VIEW	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
				Sales Remark: V3 RATE REVISED								
				V3 Comment Changed, Rate Changed								
	*9	W	11A-12P	THE VIEW	:30	\$50.00	10/31-10/31	0	0	0	\$0.00	
				Sales Remark: V3 NA DUE RATE								
				V3 Comment Changed, Spots/week Changed								
	*10	TH	11A-12P	THE VIEW	:30	\$50.00	11/01-11/01	0	0	0	\$0.00	
				Sales Remark: V3 NA DUE RATE								
				V3 Comment Changed, Spots/week Changed								
	*11	F	11A-12P	THE VIEW	:30	\$50.00	11/02-11/02	0	0	0	\$0.00	
				Sales Remark: V3 NA DUE RATE								
				V3 Comment Changed, Spots/week Changed								
	*12	M	11A-12P	THE VIEW	:30	\$50.00	11/05-11/05	0	0	0	\$0.00	
				Sales Remark: V3 NA DUE RATE								
				V3 Comment Changed, Spots/week Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	<del>*13</del>	TU	4P-5P	THE DOCTORS	:30	\$25.00	10/30-10/30	0	0	0	\$0.00	
				Sales Remark: V3 NA DUE RATE								
				V3 Comment Changed, Spots/week Changed								
	<del>*14</del>	W	4P-5P	THE DOCTORS	:30	\$40.00	10/31-10/31	1	1	1	\$40.00	
				Sales Remark: V3 REVISE RATE TO \$40 TO CLEAR-								
				V3 Comment Changed, Rate Changed								
	<del>*15</del>	TH	4P-5P	THE DOCTORS	:30	\$40.00	11/01-11/01	1	1	1	\$40.00	
				Sales Remark: V3 RATE \$40 N/A								
				V3 Comment Changed, Rate Changed								
	<del>*16</del>	F	4P-5P	THE DOCTORS	:30	\$25.00	11/02-11/02	0	0	0	\$0.00	
				Sales Remark: V3 NA DUE RATE								
				V3 Comment Changed, Spots/week Changed								
	*17	M	4P-5P	THE DOCTORS	:30	\$40.00	11/05-11/05	1	1	1	\$40.00	
				Sales Remark: V3 RATE REVISED								
				V3 Comment Changed, Rate Changed								
	*21	F	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	11/02-11/02	0	0	0	\$0.00	
				Sales Remark: V3 1X REMOVED								
				V3 Comment Changed, Spots/week Changed								
	*23	TU	11P-1135P	EXTRA	:30	\$50.00	10/30-10/30	1	1	1	\$50.00	
				Sales Remark: V3 RATE REVISED								
				V3 Comment Changed, Rate Changed								
	*24	W	11P-1135P	EXTRA	:30	\$50.00	10/31-10/31	1	1	1	\$50.00	
				Sales Remark: V3 RATE REVISED								
				V3 Comment Changed, Rate Changed								
	*25	TH	11P-1135P	EXTRA	:30	\$25.00	11/01-11/01	0	0	0	\$0.00	
				Sales Remark: V3 NA DUE RATE								
				V3 Comment Changed, Spots/week Changed								

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Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	F	11P-1135P	EXTRA	:30	\$25.00	11/02-11/02	0	0	0	\$0.00	
				Sales Remark: V3 NA DOE RATE								
				V3 Comment Changed, Spots/week Changed								
	*27	M	11P-1135P	EXTRA	:30	\$50.00	11/05-11/05	1	1	1	\$50.00	
				Sales Remark: V3 RATE IS \$50								
				V3 Comment Changed, Rate Changed								
	*31	SU	630P-7P	SUNDAY 6P NEWS	:30	\$150.00	11/04-11/04	1	1	1	\$150.00	
				Sales Remark: V3 RATE REVISSED TO \$150								
				V3 Comment Changed, Rate Changed								
	*32	W	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/31-10/31	1	1	1	\$30.00	
				Sales Remark: V3 1X ADDED								
				V3 Added								

---REPORT TOTALS---

Report Totals: 10 / \$680.00

---SALES MONTHLY TOTALS---

Nov 12: 25 / \$1,535.00  
Sales Totals: 25 / \$1,535.00  
Station Totals: 25 / \$1,535.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$1,535	CATV 0%	WOOD 0%	WOTV 100%	WMNT 0%	WKMT 0%
		WXSP 0%	WZPX 0%	WZMZ 0%		

---COMPETITIVE COMMENTS---

WILL ADVISE ON CMPET

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Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

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Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
THIS IS A NEW POL ORDER  
TOTAL = \$1535  
PLS CONFIRM, THANKS INA FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/30-10/30	1	1	1	\$30.00	
	2	M	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	11/05-11/05	1	1	1	\$30.00	
	3	TU	7A-9A	GMA	:30	\$50.00	10/30-10/30	1	1	1	\$50.00	
	4	W	7A-9A	GMA	:30	\$50.00	10/31-10/31	1	1	1	\$50.00	
	5	TH	7A-9A	GMA	:30	\$50.00	11/01-11/01	2	1	2	\$100.00	
	6	F	7A-9A	GMA	:30	\$50.00	11/02-11/02	2	1	1	\$50.00	
	7	M	7A-9A	GMA	:30	\$50.00	11/05-11/05	2	1	2	\$100.00	
	8	TU	11A-12P	THE VIEW	:30	\$50.00	10/30-10/30	1	1	1	\$50.00	
		W	11A-12P	THE VIEW	:30	\$50.00	10/31-10/31	1	1	1	\$50.00	
		TH	11A-12P	THE VIEW	:30	\$50.00	11/01-11/01	1	1	1	\$50.00	
		F	11A-12P	THE VIEW	:30	\$50.00	11/02-11/02	1	1	1	\$50.00	
		M	11A-12P	THE VIEW	:30	\$50.00	11/05-11/05	1	1	1	\$50.00	

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	13	TU	4P-5P	THE DOCTORS	:30	\$25.00	10/30-10/30	1	1	1	\$25.00	
	14	W	4P-5P	THE DOCTORS	:30	<del>\$25.00</del> 40	10/31-10/31	1	1	1	\$25.00	
	15	TH	4P-5P	THE DOCTORS	:30	\$25.00	11/01-11/01	1	1	1	\$25.00	
	16	F	4P-5P	THE DOCTORS	:30	<del>\$25.00</del> 40	11/02-11/02	1	1	1	\$25.00	
	17	M	4P-5P	THE DOCTORS	:30	\$25.00	11/05-11/05	1	1	1	\$25.00	
	18	TU	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/30-10/30	1	1	1	\$75.00	
	19	W	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/31-10/31	1	1	1	\$75.00	
	20	TH	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	11/01-11/01	1	1	1	\$75.00	
	21	F	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	11/02-11/02	1	1	1	\$75.00	
	22	M	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
	23	TU	11P-1135P	EXTRA	:30	<del>\$25.00</del> 30	10/30-10/30	1	1	1	\$25.00	
	24	W	11P-1135P	EXTRA	:30	\$25.00	10/31-10/31	1	1	1	\$25.00	
	25	TH	11P-1135P	EXTRA	:30	<del>\$25.00</del> 30	11/01-11/01	1	1	1	\$25.00	
	26	F	11P-1135P	EXTRA	:30	\$25.00	11/02-11/02	1	1	1	\$25.00	
	27	M	11P-1135P	EXTRA	:30	\$25.00	11/05-11/05	1	1	1	\$25.00	
	28	SA	8A-9A	GOOD MORNING AMERICA	:30	\$50.00	11/03-11/03	1	1	1	\$50.00	

+20

+25

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	29	SU	8A-9A	GOOD MORNING AMERICA	:30	\$50.00	11/04-11/04	1	1	1	\$50.00	
	30	SU	9A-10A	THIS WEEK	:30	\$75.00	11/04-11/04	1	1	1	\$75.00	
	31	SU	6-7P <del>630P-5H</del>	SUNDAY 6P NEWS	:30	<del>\$75.00</del> 1450	11/04-11/04	1	1	1	\$75.00	

---REPORT TOTALS---

Report Totals: 33 / \$1,535.00

---SALES MONTHLY TOTALS---

Nov 12: 33 / \$1,535.00  
Sales Totals: 33 / \$1,535.00  
Station Totals: 33 / \$1,535.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$1,535

CATV 0% WOOD 0% WOTV 100%  
WXSP 0% WZPX 0% WZZM 0%

---COMPETITIVE COMMENTS---

WILL ADVISE ON CMPT

Books null  
Demos RA35+

---CREDIT RISK---  
CASH IN ADVANCE